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"AN EVALUATORY STUDY OF AGRICULTURAL PRODUCE MARKET COMMITTEE OF NANDED DISTRICT"

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Abstract

In Marathwada a bundle of marketing committees has been working on various spheres and through Regulated Market try to mitigation of brokers in selling activities of agriculture produces between farmers and individual retailers. In this research has to work on what kind of schemes has been implemented by Agricultural Produce Market Committee (APMC) and its impact on farmers who are beneficiaries of APMC schemes. There are Major issues are in agriculture marketing such as marketing information system, private wholesale market, private brokers interfere, group marketing and problem in direct marketing. Thus, market is stagnated because lack of awareness, transparency in agriculture marketing information system (AMIS) and illiteracy of farmers, improper of market yards and godowns to store agricultural product for long time so that, the farmer faces many problems with their produces such as, weight, quality, and grade. Furthermore, the post-harvest season (PHS) there is heavy arrivals of agriculture produces in the markets for selling therefore, if the prices of produces are less, the farmers must have to sell. Because of, some perishable agriculture products have very short life. Hence, farmers are born in debt and death in debt in unfavourable economic conditions. There are also various problems with processing of cereals, fruits, vegetables and milk etc. for agribusiness and strategic marketing system (SMS). With changing times farmers should eliminate middlemen from sales activities of agricultural products and involved themselves in marketing & sales process, with strategic marketing planning. The farmer must also think on direct marketing which is one of the most important aspect of marketing through APMC they can try to give remunerative price of produces and made efficient agriculture marketing strategies (AMS), can get good sales result it ensure to raise farmers income. In current era Economic Empowerment of farmers is necessary, to make them first positive by provide loan with low interest rate, subsidies, insurance, special packages on commercial agriculture produces and food processing units involving them in business for their economic development.

Introduction

In India huge potential market for agriculture produces, but there are many problems with using proper marketing tools, channels so that it suffering big amount of problems such as low degree of market integration and connectivity, accessibility of reliable and timely information is required to farmers on various issues in agriculture marketing. Agriculture marketing is helps to fostering and sustaining development of rural economy. There is need to marketing information system for better marketing decisions of perishable agriculture produces. Hence, as per state government set up state level committee, Maharashtra Agriculture produce Marketing (Development & Regulation) Act, 1963 section 39 (J) Governments interpretation varied in terms of marketing functions will be final i.e., to organise seminars, workshop, exhibitions of agriculture products and maintaining Agriculture Marketing Development Fund for development of markets & markets infrastructure.

Peter Drucker (1958, p.253, 256) suggest that 'marketing contributes to pace development of entrepreneurs to foster economic development'. It also acts as transformer of agriculture products from the farms to consumers. There is need to create awareness of farmers on diferenent components of marketing system. Agriculture Marketing is simply the means of creating healthy flow of capital in the rural economy and employment opportunities. Agriculture is the main income source of this district which almost 65 percent population inhabitants on farms. Narendra Modi said, (Prime Minister of India, on 86th Foundation Day, of ICAR "Indian expresses' 29th July 2014). "Lab-to-Land" it helps to increase agriculture production in "Less Land Less Time" it concern over the depleting natural resources and the challenge of climate change. As he expressed "Per drop, more crop" statement farmer need to turn adopt new farming techniques to helps raise agriculture production. In concerns of agricultural products, district predominate in Jowar, pulses, cotton, production followed by producing wheat, rice, sugarcane, soybean, milk, fruits and vegetables. Majority of this crops takes in monsoon food grains can damage if are not handling properly it might be going to lose weight, grade and quality of product. Today, farmers able to cultivate farms in all season of the year because of new modern fertilizers input which it helps in increase production different crops using innovative technology in the land.

Review of Literature

1. Tayade and Patil (1981) Has particularly worked on Mahatma Phule Market in Pune, they observed that farmers behaviour has changed towards basic farming, the farmers low farm income gradually increased because interfere of middlemen, commission agents and local traders has became high greedy nature to make more money, therefore they had trading of highly perishable and seasonal agricultural produces from the farmers.

2. M.S Jairath (2004) Has studied with entitle 'Agricultural Marketing infrastructure facilities in India' in this study he suggested that there is need to expand network of marketing in rural areas, and also to build minimum basic infrastructure facilities for regulated markets which in use.

3. Mishra (2006) He has realized that constraints of warehousing facilities is major problem in front of farmers they don't have got enough godown facilities either central warehousing corporation or state warehousing corporation, instead of that both corporation did not have plan to extended their warehousing network therefore, agriculturist, small business firm suffer to get efficient godowns in rural areas.

4. S.P.Kalyankar & V.A.Patil (1979) has studied Marathwada region in Parbhani district, he focused on arrival of Gram in Parbhani market were high during immediate post harvest period near about 80 per cent of the total arrival within four months from February to May after it gradually decreasing till June and July to December is lowest in entire of the year. Prices of produces and arrival are very much close relation, when increasing arrivals prices are goes to down when arrival decreasing prices of produces was high, after that there were seen great fluctuation regarding arrivals and prices in the whole year.

5. Khalon & Balwinder Singh (1968) He studied on arrival of Agriculture produces and it price effectiveness in the particular season. The shows that arrival of produces in January it were high and in the mid years is lowest in whole year, hence price indices were high in month of August and so on. He found that correlation co-efficient between prices and arrival of agri. Produces was statistically non- significant.

6. Mahendra Desai (1974) He has studies in Surat district since 1970-1972 in Gujrat state, he his evaluated that there is lack of infrastructure facilities and communication to reach right time in the market and to get remunerative price of agriculture produces, therefore farmers to sell their produces lower prices in local market.

Statement of problem of the research study:

Marathwada has backward region, there are several problems raised concern with agriculture marketing process such as, Lack of adequate infrastructure facilities like roads, storage facilities, communication, transportation, proper market yards infrastructure so that, farmers have suffers in making better profit from their sells of agriculture produce they also slightly going on heavy losses, terms of wastage in quality and quantity supply of food grains to the market. During the post-harvest season there are heavy arrivals of agriculture produces in the markets. Moreover, during this period prices are lowest, farmers have to sell because some agriculture products have very short life remaining vegetables are throughout at open place it harmful for health however the APMC should provide facilities of garbage disposal arrangement and avoid marketers health as well farmers as, But there has been no enough garbage disposal arrangement.

This study going on with the title of 'An Evaluatory Study of Agricultural Produce Market Committee of Nanded district' the whole study emphasizes on prices of agricultural produces and focuses on various schemes which provide by APMC to the farmers. At present, farmers are using bio-technological seeds for enhancing production of food-grains at large so that the agriculture marketing plays a very important role in economic development of farmers. After visit to selected areas, it is observed that the farmers have applied conventional methods to sell their agriculture produces through private brokers. Therefore, there is highly need of marketing to break the conventional methods where brokers interfere. Considering the problems of farmers, the topic has been undertaken to study of socio-economic development of farmers through APMC in Nanded city.

Importance and Rational of the research study:

Since last decade, centre & state government of India has been implemented a number of programmes for market infrastructure development by Agriculture produce Market committee, but not reach who are actual beneficiary of that schemes. Some training & development programmes are conceived as holistic programmes as farmers market knowledge concern. Its try to make awareness about various schemes of APMC among the farmers it help economic development of farmers with this most important objective Agriculture Produce Market Committee are concentrating on price & promotions of farmers agriculture produces in each district level entire market under control by APMC.

At present there is need to involve to study on 'An Evaluatory Study of Agricultural Produce Market Committee of Nanded district' is necessitated due to change in cropping pattern of farmers in the light of this present research study will be undertaken, so for such an

extensive research study has not been undertaken. However few studies available in the form of research paper, article etc. on one or two aspects of APMCs hence in view of this it felt necessary to the researcher to study covering wider area of APMCs in the district. Therefore, the title of my research study **'An Evaluatory Study of Agricultural Produce Market Committee of Nanded district'**

Objectives of the research study:

1. To understand the role & policies of APMCs in Marketing of agricultural produces.
2. To investigate the status of infrastructure provided by Agricultural produce market committees to the farmers.
3. To evaluate the performance of agricultural produce market committee (APMC) in economic development of farmers.
4. A study an efforts taken by APMCs in creating awareness about the marketing of agricultural produces.
5. To examine the financial status of Agricultural produce market committees of Nanded District.

Hypothesis of the Research Study:

Null Hypothesis 1: There is no significant awareness amongst farmers regarding Agriculture produce market committee's policies and facilities.

Null Hypothesis **2:** Farmers are not satisfied with the services and schemes offered by APMCs.

Null Hypothesis 3: Performance of APMCs is not sufficient for the socio-economic development of farmers.

Null Hypothesis 4: There is no significant effort taken by APMC regarding marketing of agricultural produces.

Null Hypothesis 5: There is no significant financial development of APMC in last 5 years.

Research Methodology:

1. Types of research Design: This is descriptive research design for conducting the research work for the above title.

2. Sources of data collection:

Fulfilling objectives of the study researcher will be using various parameters. This study depends on mainly secondary and primary data sources.

i) Primary data: Primary data will be collected from farmers and APMCs employees visiting in person through meetings, group discussion, and interviews all over district.

ii) Secondary data: Secondary data will be collected from published magazines, journal, research paper, research articles, books and extensive use of various websites required information which already existed in written form.

3. Research Approach: This is purely survey method will be used by researcher to collect necessary and first hand information from the farmers**.**

4. Research Instruments: to collect necessary and required information will be collected through designing questionnaires, scheduler method, and interview to make related inquiries for this research work.

5. Types of Questionnaire: for this study structured and defined form of questionnaire to collect the required information for the study.

6. Types of Questions: To make necessary inquiry for research work closed ended questionnaires are prepared by the researcher.

7. Universe/Population of Study: To conduct the research work the researcher has defined the universe Nanded District as whole.

8. Sampling Plan:

i) Sampling Unit: 19 Agricultural produce marketing committee of Nanded district and Farmers.

9. Sample Size: There are total numbers of employees working in APMCs of Nanded district is 130 out of which 90 % employees (117) will be selected as a sample for the study. According to the financial year 2014-2015 total numbers of beneficiaries' farmers are 4350 of which 10% farmers will be selected. Sample of farmers and employees may change with the change in total number of employees and farmer beneficiaries. Tentavily list of employees and farmers are given below.

Sr. No.	List of APMCs	Total No of APMC employees	Farmers (Beneficiaries) 2014-2015
1	Nanded	32	500
2	Degloor	08	250
3	Mukhed	04	150
4	Kandhar	05	80
5	Mudkhed	07	450
6	Loha	04	100
7	islampur	04	200
8	Himayat Nagar	07	100
9	Dharmabad	12	650

10	Naigaon	08	180
11	Umri	06	150
12	Hudgaon	04	200
13	Mahur	09	130
14	Kinwat	10	520
15	Biloli	05	400
16	Bhokar	06	300
	Total	**130**	**4350**

10. Method of Sampling: Probability sampling method will be used for the selection of sample from the universe.

11. Contact Method: while the research researcher will be visited in person to get necessary and required information for this research work.

Limitation of the study:-

There is limitations to study which are listed as follow as:

1) There is limit of areas for the researcher to select all APMCs of Maharashtra for the study.

2) There is limitation of farmer's at present in the market place.

3) By considering geographical area time and money for this research work some limitations may bind to come in the research work.

4) It is Difficult to conduct research data from APMCs due to less availability of APMC employees and confidentiality of some data.

PROPOSED CHAPTER PLAN

Chapter 1: Introduction

Chapter 2: Literature Review

Chapter 3: Research Methodology

Chapter 4: APMCs: An overview of all APMCs of Nanded District

Chapter 5: Profile of Farmers and Crops pattern in Nanded District

Chapter 6: Data Analysis and Interpretation

Chapter 7: Finding, Suggestion and Conclusion

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